



WPTV

ORDER

Print Date 10/25/12

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Flight Dates **10/25/12-11/05/12**

Contract / Revision **315854 /**
Original Date / Revision
 10/24/12 10/25/12
Advertiser **Republican Party of FL - 3 P**

Agency **McLaughlin & Associates**
Buying Contact
919 Prince Street
Alexandria, VA 22314

Product
RPOF 3 PAC (Bogdanoff, Gardiner,
Agency Com 15%
Billing Contact
566 South Route 303
Blauvelt, NY 10913
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **630**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$7,522.50	\$8,850.00	0.00	10/01/12	10/28/12	9	\$7,522.50	\$8,850.00
November 2012	32	\$39,950.00	\$47,000.00	0.00	10/29/12	11/05/12	32	\$39,950.00	\$47,000.00
Totals	41	\$47,472.50	\$55,850.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/25/12	10/28/12	M-F 6-7a M-F 6-7a	CM	6-7a	--- 11--	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--- 11--	2		\$1,200.00		0.00					
N 2	WPTV	10/25/12	10/28/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--- 11--	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--- 11--	2		\$500.00		0.00					
N 3	WPTV	10/25/12	10/28/12		CM	4-5p	--- 11--	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00



WPTV

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Contract / Revision **315854** Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3** | Product **RPOF 3 PAC (Bogdanoff, G)** | Estimate # **630**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4p-5p M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--					2	\$725.00		0.00			
N 4	WPTV	10/25/12	10/28/12	M-F 630-7p M-F 630-7p	CM	630-7p	----1--	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$3,000.00		0.00			
N 5	WPTV	10/25/12	10/28/12	M-F 5-6a M-F 5-6a	CM	5-6a	---11--	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--					2	\$500.00		0.00			
N 6	WPTV	10/29/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 7	WPTV	10/29/12	11/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$500.00		0.00			
N 8	WPTV	10/29/12	11/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$1,600.00		0.00			
N 9	WPTV	10/29/12	11/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$1,600.00		0.00			
N 10	WPTV	10/29/12	11/04/12	M-F 630-7p M-F 630-7p	CM	630-7p	-11----	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-11----					2	\$3,000.00		0.00			
N 11	WPTV	10/29/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	111----	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	111----					3	\$1,400.00		0.00			
N 12	WPTV	10/29/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$500.00	FX	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 13	WPTV	10/29/12	11/05/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	1-----	:30	1	\$4,000.00	FX	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$4,000.00		0.00			
N 14	WPTV	10/29/12	11/04/12	Wednesday Prime B l&o:svu	CM	9-10p	--1----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$2,500.00		0.00			
N 15	WPTV	10/29/12	11/04/12		CM	8-11p		:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00



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Advertiser **Republican Party of FL - 3 I** Product **RPOF 3 PAC (Bogdanoff, G** Estimate # **630**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NBC Tuesday Prime			- 1 - - - - -								
				the voice		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1 - - - - -		1				\$4,000.00		0.00			
														Totals	41 \$55,850.00